

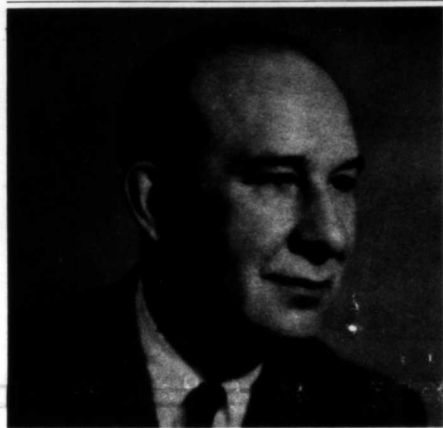
KRESGE News

For and About Men and Women of S. S. Kresge Company

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JULY-AUGUST, 1961

President Announces Entry Into Discount Operations



Claude M. Booker... New Merchandising Vice-President

Booker Is Vice-President Horner and Morck Manage Eastern Region; Cary Supervises Morck's Eastern District

Detroit Office—President Harry B. Cunningham announced the appointment of Claude M. Booker, former Eastern regional manager, to vice-president in charge of merchandising. Mr. Booker fills the vice-presidency left vacant by the retirement of Howard J. Liverance on June 30. (See story—page three.)

Succeeding Mr. Booker in the regional manager's post is Ralph P. Horner, former regional assistant manager in the East.

Grant W. Morck, former district manager in the Eastern region, has been named to succeed Mr. Horner as Eastern regional assistant manager.

Filling the vacated district manager's post is Albert F. Cary, former manager of Store 596, New York City.

First employed by the company in 1926 at Store 5, Columbus, O., Mr. Booker became assistant manager in 1928 and held that position for four years in four Ohio stores—9, 40, 51, 274. He became manager of Store 577, River Rouge, Mich., in 1933.

Mr. Booker managed Stores 395 and 2582 in Detroit, Mich., and 231, Fargo, N.D., before being promoted to superintendent of stores in 1948. In 1953 he was named merchandise manager in the old Pittsburgh district office and a year later moved to the Detroit Office as merchandise coordinator.

A buyer's office, as head of the toy department, was his next post in 1956. In 1959 he was named manager of the Eastern regional office.

Mr. Horner has been with the company for 33 years. He started his career in Store 378, Oil City, Pa., having the



Ralph P. Horner
Eastern Regional Manager



Grant W. Morck
Eastern Regional Assistant Manager



Albert F. Cary
Eastern Regional District Manager

Detroit Office—The company has signed leases for three discount department stores to be opened in the Detroit Metropolitan area late this year or early in 1962, it was announced by President Harry B. Cunningham.

The store sites are located in Garden City, Warren and northeast Pontiac. The proposed stores will range in size from 60,000 to 80,000 square feet and will be "a complete departure from any concept ever previously contemplated by Kresge," stated Mr. Cunningham.

Discounts To Offer Quality

"The new stores will be single-floor, check-out operations and include all of the cost-saving features that characterize the most successful discount stores but with two highly important differences—first quality merchandise and intelligent, helpful service where service is needed," Mr. Cunningham emphasized. "We will never compromise the quality standards which have been so thoroughly built into our operations during the past 62 years."

"Intensive research of discount operations has convinced us that this type of retailing will become increasingly important in higher-ticket merchandising. It embodies most of the basic low-cost principles that variety stores pioneered many years ago and have recently extended to higher-priced lines with the advent of self-service operations."

"Introduction of discount department stores will have no effect on our continued expansion of the new Kresge variety stores which have proved to be so outstandingly successful in recent years—particularly in suburban shopping centers," Mr. Cunningham added. "In fact, we expect both stores to be congenial neighbors in future regional shopping center developments."

C. L. Yohe Heads Discount

C. Lloyd Yohe, Central regional manager and a member of the Board of Directors, has been appointed general manager of the new discount division.

Howard R. Vescelius, Central regional assistant manager, has been named a manager pro-tem of the Central region.

Mr. Yohe has been concentrating on Kresge's development of discount operations for several months, reported Mr. Cunningham.

The president explained that Kresge's preliminary plans were well advanced before other national retailers announced their intentions to enter the discount field.

Credit Manager Announces New Chicago Office

Detroit Office—Herbert S. Christner, general credit manager, announced the establishment of a Chicago credit office which began operation June 26.

The new credit office supervises 110 stores—45 in metropolitan and suburban Chicago, nine in Indiana, 25 in outstate Illinois, two in Davenport, Ia., 29 in Wisconsin and Michigan's Upper Peninsula and Duluth, Minn.

The 45 stores in metropolitan Chicago and the suburbs of Elgin, Aurora, Joliet, Chicago Heights, plus the nine stores in Indiana, were trained for credit operation by July 14. Advertising broke to the public on July 19.

Mr. Christner prepared the 25 stores in outstate Illinois and the two in Davenport for credit by July 27. Newspaper advertisements announcing the new service appeared August 2.

Kresge personnel in the 29 units in Wisconsin, Michigan's Upper Peninsula and Duluth will be oriented to offer credit by August 10, reported Mr. Christner.

Richard B. Rosebrook is the manager of the company's Chicago credit office. A graduate of Kent State University, Mr. Rosebrook's background includes the position of credit supervisor of the midwest territory of Interstate Department Stores, Incorporated, and a seven-year position as credit manager of the Sandusky, O., retail store of Sears, Roebuck and Company.

Stores Vie for Paris Holiday

Kresgeites are practicing French and salesmanship... because it's all aboard a jet for six days of April in Paris for the winners of the 1961 Chunky Candy Contest!

The four biggest months in the contest (September through December) are approaching fast and promotion-minded candy department heads and store managers are stocking up on Chunky products so they'll be all set when chocolate season starts.

With progressive stores ready to sell, sell, sell Chunky candy, it's going to be a promotion fight to the end to see

which stores will be the 40 winners. Big stores... small stores... all have an equal chance. Winners will be chosen on the basis of the biggest Chunky candy sales percentage to total store sales for 1961.

Managers of the winning stores will aid in selecting two Kresgeites to fly to Paris and enjoy the \$800 per person vacation—the candy de-

(Continued on page three)